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NEW YORK, July 8, 1911

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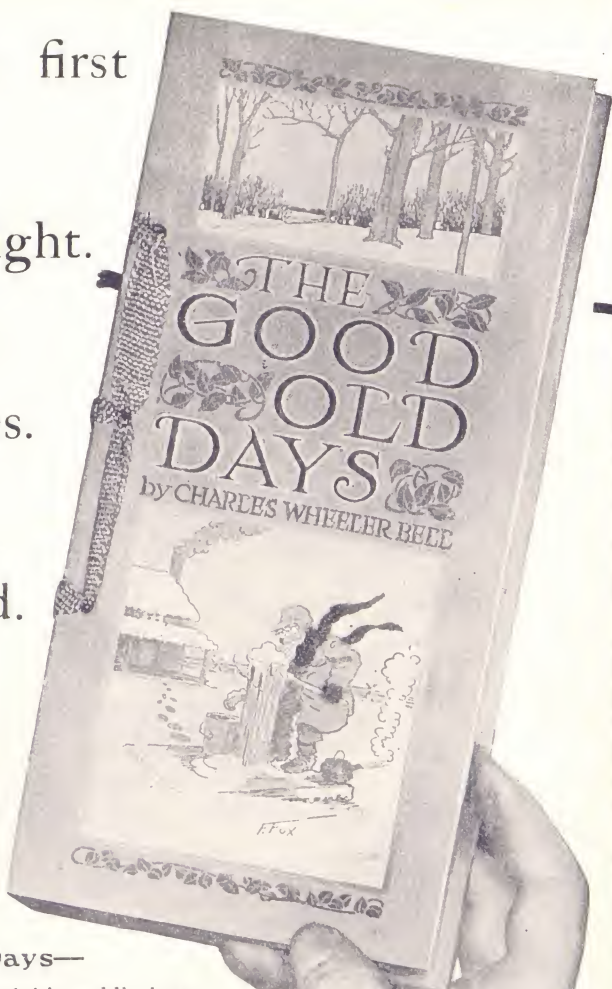
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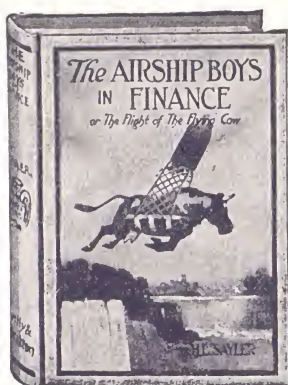
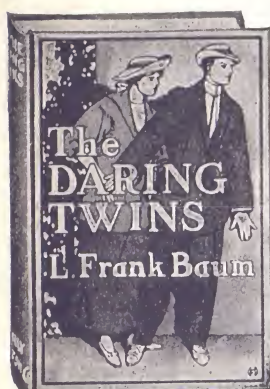
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The book is fascinatingly written, and the 137 beautiful illustrations are the very pick of over 50,000 photographs at the command of the author, not only in the collections of the National Conservation Association but also in the immense files of the Government itself. In addition to important mention in the *Boy Scouts' Manual* the book will be widely advertised in the *World To-Day*, *Pacific Monthly*, *Sunset*, *Field and Stream*, *Chautauquan*, *Churchman*, *Western Monthly*, *American Forestry*, *Bird Lore*, *Association Men*, *American Conservation*, *School Science and Mathematics*, *Outer's Book*, *Guide to Nature*, *Mining and Scientific Press*, *Federation Bulletin*, *La Follette's Weekly*, etc. This is a book you will need to stock. The book is *unique*; there is no other like it.

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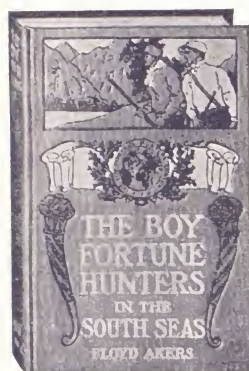
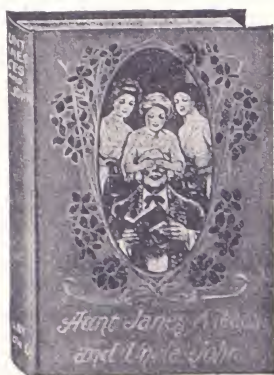
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The Publishers' Weekly

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One year, postage prepaid in the United States, \$4.00; foreign, \$5.00.

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Under "Books for Sale," or for other small undisplayed advertisements, the charge is 10 cents a nonpareil line. No reduction for repeated matter. Count seven words to the line. See under "Books Wanted" for special rates to subscribers.

Advertising copy should reach us Tuesday noon—earlier, if proof is desired out-of-town. Forms close Thursday noon.

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NOTES IN SEASON.

THE REILLY & BRITTON Co. have already begun the extensive advertising campaign they plan for Joseph Medill Patterson's new divorce novel, "Rebellion." The first gun consists of some attention-attracting trade postcards.

A SUPPLEMENT to Wagner's Autobiography, published by Dodd, Mead & Co., is to be published shortly by Messrs. Macmillan, in the shape of an English translation of "The Family Letters of Richard Wagner." The translation has been done by Ashton Ellis.

THE CENTURY COMPANY has in preparation, for issue in the early autumn, a new and thoroughly revised edition of the Century Dictionary, Cyclopedia and Atlas, on which editors and publishers have been engaged

for more than three years. The new edition will contain a number of additional features, including insets of illustrations, many of them in color, and the Atlas and Cyclopedia of Names will contain the figures of the United States census for 1910.

THREE important travel books have just been published in this country by Charles Scribner's Sons: "Uruguay," a new volume in the rapidly growing *South American Series*, written by W. H. Koebel; "Siberia: Travel and Exploration," by S. Turner, F.R.G.S.; and "Links in My Life on Land and Sea," by J. W. Gambier, commander in the English navy. All of these volumes are excellently illustrated, mainly with photographs.

"FOR HER NAMESAKE: AN ANTHOLOGY OF POETICAL ADDRESSES FROM DEVOUT LOVERS TO GENTLE MAIDENS," is the complete title of a charming volume compiled by Stephen Langton and published by Dana Estes & Co. There are one or two selections for each of a long list of feminine names, arranged in alphabetical order. Handmade paper, decorative end-leaves and cover, and presswork in two colors, combine to form an attractive exterior setting.

SMALL, MAYNARD & COMPANY will publish early next month one of the "biggest" books, they believe, ever published for boys and girls. "The Land We Live In, the Boys' Book of Conservation," by Overton W. Price, vice-president of the National Conservation Association, and with a preface by Gifford Pinchot. It will be an inspiration to every patriotic young American, as well as fascinating reading in itself and finely illustrated from photographs. Such a book as this should have country-wide appeal, and its timely interest will in itself be an advertisement.

DAVID MCKAY, of Philadelphia, is bringing out a host of books such as delight boys and girls during the summer vacation season. A "Child's Garden of Verses," illustrated by Millicent Sowerby, in a boxed edition and in cheaper imprint, makes a dainty gift book. There is a series of leather booklets, including Keble's "Saintly Year," "Songs of Men and Women" by Browning, "Rosamund Gray" and "Sayings of Jesus," each one with a quaint frontispiece, which would make convenient gifts for the summer traveller. Other classics in decorative bindings are Browning's "Ezra," Coleridge's "Christabel," Rossetti's "Blessed Damozel," etc. The *Young People's Classics* includes the books constantly in demand, like "Mother Goose," "Black Beauty," "Christmas Tales," "Robin Hood," etc., while the *Rob Ranger Series*, the *Circus Series* and the *Matthew White Series* are books of clean adventure which would interest and please any healthy boy who enjoyed the portrayal of courage, honesty and manliness. The *Girls' Own Library*, a copyrighted series of captivating stories, completes a full and satisfying list.

Weekly Record of New Publications

The entry is transcribed from title page when the book is sent by publisher for record. Books received, unless of minor importance, are given descriptive annotation. Prices are added except when not supplied by publisher or obtainable only on specific request. The abbreviations are usually self-explanatory. c. after the date indicates that the book is copyrighted; if the copyright date differs from the imprint date, the year of copyright is added.

A colon after initial designates the most usual given name, as: A: Augustus; B: Benjamin; C: Charles; D: David; E: Edward; F: Frederick; G: George; H: Henry; I: Isaac; J: John; L: Louis; N: Nicholas; P: Peter; R: Richard; S: Samuel; T: Thomas; W: William.

Sizes are designated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tl. (32mo: 12½ cm.); Fe. (48mo: 10 cm.). Sq., obl., nar., designate square, oblong, narrow. For books not received sizes are given in Roman numerals. 4°, 8°, etc.

Andersen, Hans Christian.

Fairy tales; with 4 full-page col. pls. and numerous illustrations. Phil., McKay, '11. (J18) 192 p. D. 50 c.

Andrew, Abram Piatt.

Banking systems and currency reform; address delivered before the Commercial Club of Cincinnati, with introd. remarks by W. S. Rowe, January 22, 1910. Cin., Ebbert & Richardson Col. ['11.] (J18) 32 p. 8°. (Priv. pr.)

Arabian (The) nights' entertainments; with 4 full-page col. pls. and numerous illustrations. Phil., McKay, ['11.] (J18) 186 p. D. 50 c.

Askew, Mrs. Alice J. de C. Leake and Claude Arth. Cary.

Two Apaches of Paris. N. Y., W: Rickey & Co., '11. (J18) c. 6+334 p. D. \$1.25 n.

As New York has its gangsters and London its hooligans, so Paris has more or less organized bands of street ruffians who, within the last decade, have come to be known as "Apaches." The Apache women, mostly of the courtesan class, are often prepossessing, cold-blooded but of a higher intelligence than the men, which makes them more dangerous. This book deals with this part of Paris life, by the authors of the "Shulamite," "Rod of justice," etc.

Baldwin, May.

A popular girl; a tale of school life in Germany. Phil., McKay, ['11.] (J18) 301 p. front. D. (Girls' own lib.) 75 c.

Bartholomew, J. G., and others.

Bartholomew's physical atlas. v. 3, Atlas of meteorology; over 400 maps, with accompanying text illustrating the weather and climate of the world; ed. by Alex. Buchan; v. 5, Atlas of zoogeography; a series of maps illustrating the distribution of over 700 families, genera and species of existing animals with accompanying text. Phil., Lippincott, ['11.] (J18) pls. 8°, hf. mor., ea. \$17.50 n.

Benson, Arth. Christopher.

Ruskin; a study in personality. N. Y., Putnam, '11. (J18) c. 7+323 p. D. \$1.50.

Bentley, Harry Clark.

The science of accounts; a presentation of the underlying principles of modern accounting; designed as a work of reference for accountants, and as a text book for advanced students of accountancy. N. Y., Ronald Press, '11. (J18) c. 393 p. 8°. \$3.

Bible. New Testament.

The sayings of Jesus. Phil., [McKay, '11.] (J18) 83 p. front. T. limp leath., 75 c. n., boxed.

Boies, W: Justus.

The Aldrich currency reform system analysed, how the proposed system would work in practice; an interpretation of the most extraordinary proposal yet made for

reforming the currency of the United States, 1911. [N. Y., Fourth Nat. Bank, 20 Vesey St., '11.] 24 p. 8°. (Priv. pr.)

Bricker, Garland Armor.

Suggestions for organizing a high school course in agriculture. Columbus, O., Ohio State Univ., '10, ['11.] (J18) 16 p. il. 8°, (Ohio State Univ., Agricultural College extension bull.) gratis.

Briggs, T: H., and Coffman, Lotus D.

Reading in public schools; rev. and enl. Chic., Row, Peterson & Co., ['11.] (J18) c. 332 p. il. 12°, \$1.25.

Brindley, J: E.

History of taxation in Iowa. In 2 v. Iowa City, Ia., State Hist. Soc. of Ia., '11. (J18) tabs., 8°, (Iowa economic history ser.) \$4.

Browning, Rob.

Songs of men and women; with front. by S. B. Pearse. Phil., [McKay, '11.] (J18) 81 p. T. limp leath., 75 c. n., boxed.

Buffinoh, T:

The age of fable; or, stories of the gods of Greece and Rome, the deities of Egypt, and the eastern and Hindu mythology; with 4 full-page colored pls. and numerous illustrations. Phil., McKay, ['11.] (J18) 186 p. (McKay's young people's classics.) 50 c.

Burrows, Lansing.

How Baptists work together; for use as textbook in study courses either with the individual, with the church B. Y. P. U., or as supplemental studies in the church Sunday school. Nashville, Tenn., Sunday School Board, Southern Baptist Convention, ['11.] (J18) c. 138 p. 16°, 50 c.

Carrington, T: Spees, M.D.

Tuberculosis hospital and sanatorium for the study and prevention of tuberculosis. N. Y., Nat. Assn. Tuberculosis, ['11.] (J18) 164 p. il. Q. 25 c.

The present work is an expansion of the pamphlet issued two years ago by the National Association for the Study and Prevention of Tuberculosis. It is hoped that the book will prove of service to those charged with the responsibility of dealing with the institutional problem in their several communities.

Craig, Mrs. Dinah Maria Mulock [Miss Mulock.]

The little lame prince and his traveling-cloak: a parable for old and young; with 4 full-page colored pls. and numerous illustrations. Phil., McKay, ['11.] (J18) 188 p. D. (McKay's young people's classics.) 50 c.

Currier, Rev. C: Warren.

Lands of the Southern cross; a visit to South America. Wash., D. C., Spanish-Am. Publication Soc., '11. (J18) c. 401 p. (5 p. bibl.) map. pls. 12°. \$1.50.

Cushing, H: Platt, and others.

Geology of the Thousand Islands region: Alexandria Bay, Cape Vincent, Clayton, Grindstone and Theresa quadrangles. Albany, N. Y., Univ. of N. Y., '10, [11.] (J18) 5+194 p. il. pls. fold. maps, diagrs., 8°. (New York State Museum, bull.) 75 c.

Davis, J. D., and others.

Dictionary of the Bible: with many new and original maps and plans and fully illustrated. 3d ed. Phil., Westminster Press, [11.] (J18) 848 p. 8°, \$2.50 n.

Dickens, C:

Works. Centenary ed. In 36 v. v. 15, Tales of two cities; v. 16, Great expectations; v. 17, 18, Dombey and Son; v. 19, 20, Martin Chuzzlewit. N. Y., Scribner, [imported.] '11. (J18) 12°, ea., \$1 n.

Dove, Patrick E:

The theory of human progression; abridged by Julia A. Kellogg. N. Y., 1: H. Blanchard Co., '10, [11.] (J18) c. '10. 142 p. D. \$1; pap., 25 c.

Drummond, May Harvey.

The story of Quamin; a tale of the tropics. N. Y., Putnam, '11. (J18) c. 22+313 p. D. \$1.25.

A book of stories of the negroes of Jamaica. Contents: Story of Quamin; Mary and Martha; Forbidden fruit; Methusaleh's courtship; "Pusha" chicken; How puss come to ketch rat; Anancy and tiger; Anancy and dog; Anancy and his family.

Dugan, Raymond Smith.

Photometric researches; the Algol-system RT Persei. Princeton, N. J., Princeton Univ., '11. (J18) 47 p. tabs., pl. diagrs., f°. (Contributions from Princeton Univ. Observatory.) \$1.

Fall River Merchants' Association.

History of Fall River; comp. for the cotton centennial by H: M. Fenner. Fall River, Mass., Fall River Merchants' Assn., 101 N. Main St., [11.] (J18) 50 c.; pap., 10 c.

This book is written as an observance of the one hundredth anniversary of the beginning of cotton manufacturing in Fall River. The historical committee has prepared it in hope of making the history of the city better known. The story of its growth deserves to be more generally known.

Farmer, Fannie Merritt.

Catering for special occasions, with menus and recipes; il. with half-tone engravings of set table decorations by Alb. D. Blashfield. Phil., McKay, [11.] (J18) c. 8+210 p. D. \$1.

Author has written "Boston cooking school cook book," and is instructor in the Boston Cooking School. This new book is to help in fulfilling the saying of Brillat-Savarin: "He who receives friends, without himself bestowing some pains upon the roast prepared for them, does not deserve to have friends."

Farrington, Fk.

Store management—complete. Chic., Pyxbee Pub., [11.] (J18) c. 252 p. front. pls. 12°, \$1.

Furniss, Ruth MacFarland.

Shadow fairies and others; il. by Norah B. Whitelaw. N. Y., H. Lechner, 96 Fifth Ave., [11.] (J18) 48 p. O. bds., 75 c.

A sketch of contents: Zephyr and the shadow

fairies; Zephyr is a small breeze that hovers beside Edith's bed, and tells why she sings for the shadow dances. Gran'daddy Spin's unlucky crawl; Jack-in-the-pulpit informs Miss Anemone that spider webs are a sure sign of clear weather, and tells why. Mr. Buzz, a sociable bee; Marjorie hears of a flower ball, and learns why Madam Rose and her daughters leave so early in the fall. Maize fairy; a low shack is visited, and Marjorie sees the maize fairies enjoying their last Virginia reel of the season, it is played for by a mosquito orchestra. The crystal fairy; Crackle, the icicle gnome, becomes rebellious because he is always being sent home by the Sun Wizard. Flip's tale of woo; a chatterbox of a brown squirrel explains to Polly how the breeze gossiped and spoiled his plans for the winter.

Gasquet, Abbot Fs. Aidan.

Leaves from my diary. 1894-1896. St. Louis, Herder, [11.] (J18) 4+75 p. 8°, 75 c. n.

Gibson, H: W:

Camping for boys. N. Y., Assn. Press, '11. (J18) 249 p. il. 12°, \$1.

Gilmore, Florence.

Dr. Dumont. St. Louis, Herder, '11. (J18) c. 123 p. 12°, 50 c.

Grafton, Bp. C: Chapman.

The lineage from apostolic times of the American Catholic church, commonly called the Episcopal church. Milwaukee, Wis., Young Churchman, [11.] (J18) c. 21+296 p. il. map, pls. 12°, 75 c.

Grisar, Hartmann S. F.

History of Rome and the popes in the Middle Ages; auth. English tr.; ed. by Luigi Cappadelta. v. 1. St. Louis, Herder, [11.] (J18) 22+365 p. il. map, 8°, \$4.50 n.

Harrison, Ja. M.

Applied heating and ventilation; with charts and formulas, embodying modern practice in steam, hot blast and forced hot water heating; with 11 designs of heating systems, 16 charts for quick calculations, and 49 formulas. N. Y., N. Y. Heating and Ventilation Sch., '11. (J18) c. 7+133 p. pls. charts, 4°, \$10.

Hemenway, Herb. Dan.

How to make home and city beautiful; prep. to help those interested in making attractive homes and beautiful cities. Northampton, Mass., H. D. Hemenway, [11.] (J18) c. 104 p. front. tab., fold. plan, 8°, \$1.

Horstmann, H: C:, and Tousley, Victor Hugo, eds.

Electrical workers standard library; complete, practical, authoritative, comprehensive, up-to-date working manuals for electrical workers. Brotherhood ed. 7 v. Chic., Nat. Inst. of Practical Mechanics, [11.] (J18) c. il. diagrs., 12°, \$24.

Horstmann, H: C:, and Tousley, Victor Hugo.

Modern electrical construction; a reliable, practical guide for the beginner in electrical construction; showing the latest approved methods of installing work of all kinds according to the safety rules of the National Board of Fire Underwriters. 3d ed., rev. and enl. Chic., Drake, [11.] (J18) c. 358 p. il. 12°, \$1.50.

International Congress of Free Christians and other Religious Liberals.

The fifth World Congress of Free Christians and other Religious Liberals at Berlin, Germany, August 5-11, 1910; a summary and appreciation by C. W. Wendte, D.D. Bost., Am. Unitarian Assn., '10, ['11.] (J18) 55 p. 16°, \$2.

Irving, Washington.

Astoria. N. Y., Crowell, ['11.] (J18) 23+488 p. front. por. D. (Astor prose ser.) 60 c.

Rip Van Winkle and other sketches by Geoffrey Crayon, gent.; arranged with 4 full-page colored pls. and numerous illustrations. Phil., McKay, ['11.] (J18) 187 p. D. (McKay's young people's classics.) 50 c.

Jackberns, Raymond.

A school champion; a story for girls. Phil., McKay ['11.] (J18) 306 p. front. D. (Girls' own lib.) 75 c.

Jodidi, S: Leo.

The sugar beet and beet sugar. [Chic., Beet Sugar Gazette Co., '11.] (J18) c. 94 p. 8°, \$1; pap., 50 c.

John Crerar Library, Chicago, Ill.

A list of books on the history of science, January, 1911; prepared by Aksel G. S. Josephson. Chic., [John Crerar Lib.,] '11. (J18) 297 p. O. pap., 25 c.

The present list is intended to call attention to an important class of books, the titles of which are scattered through the public card catalogue, and therefore are not readily available there.

Jones, J. Sparhawk.

Saved by hope. Phil., Westminster Press, '11. (J18) c. 206 p. 12°, \$1.

Keble, J:

The saintly year. Phil., [McKay, '11.] (J18) 84 p. front. T. limp leath., 75 c. n., boxed.

Lamb, C:

Rosamund Gray. Phil., [McKay, '11.] (J18) 83 p. front. T. limp leath., 75 c. n., boxed.

La Ramée, Louise de, ["Ouida," pseud.]

A dog of Flanders and other stories; with 4 full-page colored pls. and numerous illustrations. Phil., McKay, ['11.] (J18) 202 p. D. (McKay's young people's classics.) 50 c.

Lorenz, Carl.

Tom L. Johnson, mayor of Cleveland. N. Y., A. S. Barnes, '11. (J18) c. 6+203 p. front. por. D. \$1 n.

This is about the stirring political career of Tom Lofton Johnson, formerly mayor of Cleveland, O., who was mentioned as a possible presidential candidate at one time. He was of a type with our best leaders, devoting his large fortune to fighting for the interests of the poorer and larger class of people against monopoly and the privileged classes. Ten years ago he announced the programme of our politicians of today and was derided as a Socialist. His final defeat, family misfortunes and incurable disease made his end tragic when he said, "I do not like to be an ex."

Lounsberry, Lionel.

Rob Ranger, the young ranchman; or, going it alone at Lost River. Phil., McKay, ['11.] (J18) c. '03. 257 p. front. D. 50 c.

McCollom, W: C.

Vines and how to grow them; a manual of climbing plants for flower, foliage and fruit effects, both ornamental and useful, including those shrubs and similar forms that may be used as vines. Garden City, N. Y., Doubleday, Page, '11. (J18) 314 p. il. D. (Garden lib.) \$1.10 n.

A practical volume dealing with all kinds of climbing and trailing plants for garden effects. It covers not only the hardy annual vines and permanent woody vines for pergolas, but many of the beautiful exotics which are grown for cut flowers in greenhouses. Tables and index.

McDowell, J: Anderson.

Supplement to Reinsch's Civil government for the state of Ohio. Bost., Sanborn, ['11.] (J18) c. 99 p. il. 12°, 60 c.

Marshall, Emma.

A good-hearted girl; or, a present-day heroine. Phil., McKay, ['11.] (J18) 293 p. front. D. (Girls' own lib.) 75 c.

Mansergh, Jessie, [Mrs. G. De Horne Vaizey.]

The daughters of a genius; a story of brave endeavor. Phil., McKay, ['11.] (J18) 294 p. front. D. (Girls' own lib.) 75 c.

Miller, Dan.

Rambles in Europe. Reading, Pa., D. Miller, '11. (J18) c. 8+399 p. il. por. pls. 12°, \$1.25.

Moldenke, R: G: Gottlob.

The production of malleable castings; a practical treatise on the processes involved in the manufacture of malleable cast iron. Cleveland, O., Penton Pub., ['11.] (J18) c. 125+7 p. front. il. por. pls. 8°, \$3.

My commencement. New ed. N. Y., Dodd, Mead, '11. (J18) col. front. 12°, \$1.50, boxed; limp leath., \$3 special n., boxed.

Norris, Stanley.

The young showman's pluck; or, an unknown rider in the ring. Phil., McKay, ['11.] (J18) c. '03. 2+314 p. front. D. (Circus ser.) 50 c.

Patten, Mrs. Francis Jarvis, comp.

Our New England family recipes. [N. Y., Nat. Soc. N. E. Women, '11.] (J18) c. 134 p. il. 12°, \$1.

Pitman, Benn, and Howard, Jerome Bird.

Technical reporting; in the reporting style of phonography. Cin., Phonographic Inst. Co., '10, ['11.] (J18) c. 77 p. 8°, pap., 30 c.

Powell, I. L.

Chrysanthemums and how to grow them; as garden plants for outdoor bloom and for cut flowers under glass. Garden City, L. I., Doubleday, Page, '11. (J18) c. 201 p. il. pls. D. (Garden lib.) \$1.10 n.

Some of the chapter headings for this book are as follows: Points for the beginner; Growing under glass; Preparing soil; Standards; Science and practice of feeding; Growing exhibition blooms; New varieties; Insects; Diseases; Types and varieties. Index.

Pratt, Clyde Horace.

Pratt's special automobile treatise: information in regard to every part of the

- gasoline automobile, including its mechanisms, operation, driving, repair and care; fully illustrated. [Cleveland, O., C. H. Pratt, '11.] (J18) c. 220 p. il. 8°, \$1.50.
- Raahauge, H. M., comp.**
Hill's Dano-Norwegian-English and English-Dano-Norwegian vest-pocket dictionary and self-instructor with conversations and idioms. Phil., McKay, ['11.] (J18) 282 p. T. 25 c.; leath., 50 c.
- Reihl, J.: Fletcher.**
Our economic and social relations; what they are and what they might be. Seattle, Wash., [Ivy Press,] '11. (J18) c. 31 p. 12°, gratis.
- Rockwell, F.: Frye.**
Home vegetable gardening; a complete and practical guide to the planting and care of all vegetable, fruits and berries with growing for home use. N. Y., McBride, Winston & Co., '11. (J18) c. 262 p. il. pls. 12°, \$1.
- Ruoff, H.: Woldmar, ed.**
The volume library; a concise, graded repository of practical and cultural knowledge designed for both instruction and reference. Chic., W. E. Richardson Co., '11. (J18) c. 11+678+18 p. il. maps, pls. 4°, \$7.50.
- St. Clair, Victor, ["G: Waldo Browne," pseud.]**
Zig-zag, the boy conjuror; or, life on and off the stage. Phil., McKay, ['11.] (J18) c. '03. 2+275 p. front. D. (Circus ser.) 50 c.
Zip the acrobat; or, the old showman's secret. Phil., McKay, ['11.] (J18) c. '02. 233 p. front. D. (Circus ser.) 50 c.
- Seton, Ernest Thompson.**
Rolf in the woods; the adventures of a boy scout with Indian Quonah and little dog Skookum; over 200 drawings, written and il. by Ernest Thompson Seton. Garden City, L. I., Doubleday, Page, '11. (J18) c. 15+437 p. O. \$1.50, fixed.
This is a story about a boy named Rolf Kitterling, who crawled out of his window at night to run away from his uncle. There was only one refuge for him that he could think of—with old Quonah the Indian, who had shown his friendliness to him by teaching him to train a coon dog. From this step his education in woodcraft became not a matter of choice but of daily existence, and the story of his life outdoors, of his journey to the great North Woods, and of how he came to know of the life of all wild creatures will fill any one's heart with envy. During the War of 1812, as a daring scout, Rolf puts his new knowledge into practice and adds a great deal of excitement to the book. Author of "Two little savages," "Boy scouts of America," etc.
- Sexton, Pliny Titus.**
Laws as contracts and legal ethics; an address in the Hubbard course on legal ethics at the commencement exercises of the Albany Law School, June 9, 1910. Syracuse, N. Y., Bardeen, ['11.] (J18) 30 p. 8°, 25 c.
- Siebel, J.: Ewald.**
Compend of mechanical refrigeration and engineering; entirely rev. and largely rewritten. 8th ed. Chic., Nickerson & Collins Co., ['11.] (J18) 569 p. il. tabs., por. 8°, \$3.50; flex. mor., \$4.
- Smith, Mrs. Eliz. Thomasina, [formerly L. T. Meade.]**
Seven maids. Phil., McKay, ['11.] (J18) 406 p. front. D. (Girls' own lib.) 75 c.
The hill-top girl. Phil., McKay, ['11.] (J18) 405 p. front. D. (Girls' own lib.) 75 c.
Queen Rose; a story for girls. Phil., McKay, ['11.] (J18) 303 p. il. D. (Girls' own lib.) 75 c.
- Smith, G.: Carroll.**
What to eat and why. Phil., Saunders, '11. (J18) c. 5+310 p. 8°, \$2.50 n.
- Standish, Bert L., [pseud. for Gilbert Patten.]**
The deadwood trail. Phil., McKay, ['11.] (J18) c. '04. 261 p. front. D. (Rockspur athletic ser.) 75 c.
- Stevenson, Rob. L.**
Treasure Island; arranged for young readers, with 4 full-page colored pls. and numerous illustrations. Phil., McKay, ['11.] (J18) 204 p. D. (McKay's young people's classics.) 50 c.
- Swift, Jonathan.**
Gulliver's travels into some remote regions of the world; with full-page colored pls. and numerous illustrations. Phil., McKay, ['11.] (J18) 196 p. D. (McKay's young people's classics.) 50 c.
- Tabor, Grace.**
The landscape gardening book; wherein are set down the simple laws of beauty and utility which should guide the development of all grounds. N. Y., McBride, Winston & Co., '11. (J18) c. 180 p. il. plans, pls. 4°, \$2.
- Talbot-Tournier, Eugène and Marie.**
La méthode Tournier; second book, arranged for home study as well as class work. [Worcester, Mass., Belisle Pr. & Pub., '11.] (J18) c. 105 p. 4°, \$1.35.
- Thompson, Heber S.**
The first defenders. Pottsville, Pa., H. S. Thompson, 405 Thompson Bldg., '10, ['11.] (J18) 7+13+179 p. pl. pors. facsim., 8°, \$2.
- Thorndike, E.: Lee.**
Animal intelligence; experimental studies. N. Y., Macmillan, '11. (J18) c. 8+297 p. diagrs., D. \$1.60 n.
Main purposes of this volume is to make accessible to students of psychology and biology the author's experimental studies of animal intellect and behavior. The first part deals with the study of consciousness and behavior; the other subject headings are as follows: Instinctive reactions of young chicks; Psychology of fishes; Mental life of monkeys; Laws and hypotheses of behavior; Evolution of the human intellect. Author is instructor in Teachers' College, Columbia University. Index.
- Tyrrell, H.: Grattan.**
History of bridge engineering. Chic., H. G. Tyrrell, '11. (J18) c. 479 p. il. 8°, \$4.
- White, Matthew, jr.**
Adventures of a young athlete; or, three thirty-three. Phil., McKay, ['11.] (J18) c. 270 p. front. D. 50 c.
Guy Hammersley; or, clearing his name. Phil., McKay, ['11.] (J18) c. '90-'01. 243 p. front. D. 50 c.

The Publishers' Weekly

FOUNDED BY F. LEYPOLDT

July 8, 1911

The editor is not responsible for the views expressed in contributed articles or communications.

Publishers should send books promptly for weekly record and descriptive annotation, if possible in advance of publication. The Record of the PUBLISHERS' WEEKLY is the material of the "American Catalog," and so forms the basis of trade bibliography in the United States.

"I hold every man a debtor to his profession, from the which, as men do of course seek to receive countenance and profit, so ought they of duty to endeavor themselves by way of amends to be a help and an ornament thereunto."—LORD BACON.

"THE POLICY OF THE HOUSE."

THE policy of a commercial house, it has been pointed out, is its constitution; and that a constitution may be unwritten does not make it, as the case of England proves, any less binding or powerful.

Often, with a business house, the essence of its policy has become crystallized into a slogan or phrase—"Your Money Back if You Want It," "Penny a Pound Profit," "We Do Things *Exactly Right*"—which has come to be inevitably associated with the name of the house. In other cases the spirit of the house is an almost tangible thing, a tradition of viewpoint so strong, especially in the case of old-established houses, that, though it may not have been translated into a phrase, it yet has all the force of a written instrument.

To initiate and maintain a broad-gauged, fair-minded, alert business policy is an earnest of permanent success. To change a store policy in every new emergency, to fluctuate with every criticism, to trim your commercial sails to meet every crisis—these are a preface to disaster.

The bookseller who resolves strictly to maintain net prices without fear or favor, absolutely and impartially—and then on Monday allows a visiting minister a clerical discount; and on Tuesday gives his biggest customer "a little off on a big order;" and on Wednesday cuts a quarter on such-and-such because the wrappers *were* rubbed a little; and on Thursday offers a ten per cent. discount on "The Luring Lily" because Smith & Smith, the big department store over on B— Street, are cutting the price on it that day; and on Friday—well, what's the use of

going on? That bookseller's store policy, so far as net prices is concerned, is worth far less than the proverbial thirty cents.

Or, take the other bookseller who announces his store policy to be a strictly cash business—is there one anywhere in the country?—and then forgets to enforce his rule. Or the bookseller who draws a line against paper-bound books—and then oversteps the line. Or the bookseller who sets his limit to quantity orders—and then is persuaded against his better judgment to break his limit. Or the bookseller who determines to discount all bills—with exceptions. Or the bookseller who, theoretically favoring trade coöperation, never subscribes to a trade paper and never goes to an annual convention or becomes a member of the A. B. A.

There's another side of house policy besides that which concerns your relations with the buying public, and that's your policy towards your own employees.

Nothing is truer in this respect than that a house gets what it gives. If a concern is niggardly with vacations and requires a signed, sealed and countersigned passport for leave some one day an hour early, your clerks will become inevitably a lot of clock-watchers. If you are mean with them in salaries and allowances, you will find them mean with you in enthusiasm and suggestions. If you give every employee a square deal and fair compensation, you will find them standing by you in a crisis, working overtime in an emergency without a murmur, and refusing better offers elsewhere to stay with you.

That is the kind of house spirit of which any business organization may well be envious; and the house policy which develops it is one to be imitated.

Nor need that policy be one of innovation or original to the house. One price to all customers, and that a net price with a reasonable profit; an avoidance of exaggeration; a square deal to employees; an insistence that every customer depart satisfied, no matter what the trouble necessary to make him so—these are simple and, except the first, perhaps, rather old-fashioned rules. But a house policy built up around them cannot go far wrong.

THE PUBLISHERS' WEEKLY is glad to note that the Post Office Department has, temporarily at least, made a common-sense interpretation of the law in readmitting to second-class entry the *Cumulative Book Index*

published by the H. W. Wilson Company, of Minneapolis. A letter from the Third Assistant Postmaster-General, dated June 9, 1911, reads:

"Referring to the application for readmission of *The Cumulative Book Index* to the second class of mail matter at your post office as a monthly, you are informed that several issues of the publication, as shown by the copies submitted, contain cumulative indexes, that is, matter reprinted from previous issues. There is question, therefore, as to whether the publication is a 'periodical publication' within the meaning of the Act of March 3, 1879, under which the application is made. However, since it has heretofore been passing in the mails at the second-class rates of postage, and in view of the fact that publications apparently of the same character are being accepted for mailing at those rates, and as the question of the admissibility of such publications to the second class of mail matter is now under consideration by the department, it has been decided to authorize you temporarily to accept mailings of the publication at the regular second-class rates of postage, with the understanding that this authorization is only tentative and provisional, and that the publication will be subject to the action determined upon for those of its class."

In speaking of the same matter editorially in *THE PUBLISHERS' WEEKLY* for Jan. 2, 1909, it was pointed out that it had already been decided in the Supreme Court that railway time-table periodicals, which are much more repetitious than the cumulative periodicals, are entitled to second-class privileges, and that a strict application of any rule barring them would bear hard upon the country newspapers, for instance, which make a feature of repeating and cumulating their local news.

It is to be hoped that the broader view will be established as a definitive department ruling on cumulative publications.

THE new express tariffs filed last week with the Interstate Commerce Commission eliminate one of the most flagrant abuses in the existing system of express charges; and for this relief, partial though it is, every shipper of merchandise may well be grateful.

This eleventh-hour concession of the express companies was not unexpected by those in touch with the postal-express situation. The express companies will shortly be under a heavier fire of criticism than they have

known in many years. It is very probable that this voluntary action on their part is designed to anticipate orders by the Interstate Commerce Commission reducing express rates, if not to forestall legislation still more drastic already formulated. The commission is about to conduct an investigation into the rates, rules and regulations of express companies, and the general belief is that the commission will hand down a report holding that the rates are too high.

Then again the question of establishing a parcels post is being promoted before the House Committee on Post Offices and Post Roads more actively than ever before, and with an excellent outlook for success.

The express companies have evidently seen that it were best to set their houses in order, so far as they might correct the most glaring abuses in their methods of rate-making, if they hoped to weather the approaching storm.

THE USE OF INDIA PAPER.

By TEMPLE SCOTT, in *The Printing Art*.

HUMAN nature is timid and conservative. It rests best satisfied on precedents. Once a precedent is established, it is accepted as if it were a law of nature. This truism holds good everywhere, but it is specially manifest in the industrial enterprise of book publishers in the United States. In spite of the rampant success achieved by a departure from precedent by the large number of other industrial enterprises, that of book publishing has been allowed to go on along the old conservative lines. Discoveries in science and inventions in art have been allowed to pass by almost unnoticed. Economic and social changes have been either ignored or misunderstood. For all practical purposes the industry of bookmaking in this country is, to-day, very little different, in essentials, from what it was two centuries ago. Inventions in printing and bookbinding have been taken advantage of for cheapening the cost of production of the article, and not for the purpose of either improving the book as a craft product or fitting it for the new conditions of life which increased population, crowded cities with their restricted space for living in, and the higher cost of living have brought into existence.

Now, these new conditions under which we live should be a matter for serious consideration to every publisher who is in earnest with his business. The reading public is now not the wealthy few, but the large wage-earning majority of the community. This majority lives in cities and large towns where house rent is dear, housekeeping expensive, and house-room limited. Indeed, the larger part of this majority is not even living in houses, but in apartments and flats where house-room is still more limited. A

limited house-room means a limited space for books, and a limited space for books means that the book-buyer must acquire only those books which he absolutely needs. He cannot form a library, much as he would like to, because he has no room for it. As he must read, he buys magazines, and these he can throw away after he has read them. That is one reason for the success of the magazine publishers.

The right deduction from the premises was made by Mr. Dent, of England, when he published the "Temple Shakespeare" and the "Temple Classics." His success was immediate. He followed up these series with his "Everyman's Library," the volumes of which are now to be found in the homes of poor and rich alike. The success of these departures from the old bookmaking ways established a new precedent, and now other publishers have taken heart. Nelson & Sons, of Edinburgh, Scotland, are making editions of standard writers, and even publishing new copyright novels in sizes and at prices that rival "Everyman's Library." The Oxford University Press, with its charming "World Classics" and "Pocket Poets," is splendidly in the march. Pocket editions of Stevenson, Kipling, Hardy, and others are being issued in similar styles. All along the line the movement is in the direction of small books, light in weight, and compact in compass.

It may seem as if what I have just written has no connection with the subject I am dealing with, namely, "The Use of India Paper in the Making of Books." The relation, however, will be seen to be very intimate indeed, when I point out that Mr. Dent, of London, was for years unable to launch his "Temple Classics" because he could not find a paper suitable to his purpose. He had to have a paper that was light enough, strong enough, and opaque enough. He could not use the Oxford India paper on account of its high cost, and because it was somewhat too light in weight for his purpose. He finally did obtain a paper different from India paper, but approaching it in lightness and texture. Nelson & Sons, of Scotland, found the same difficulty, but they got over it by establishing their own paper mills and manufacturing a Bible paper of their own. This Bible paper is not the equal of the Oxford India paper, but it answers well the purpose of the publishers. Since these experiments, various India and Bible papers have come into the market which enable the publishers to take the new road, so that they can, if they so wish, manufacture the book which it is both a pleasure to read and a comfort to hold and carry about.

India or Bible paper is really a misnomer. The word "India" was used because the Oxford University Press obtained its first sample of the paper from that country. What is meant by the phrase is a paper tinted in color, but of a weight light enough to be practically negligible, and of a texture and opacity strong enough to print well without the impression on one side showing through to the other side of the page. In 1728, John Beckford, of Wolvercote, Oxford, England,

became famous for the fine quality of paper he manufactured. The Wolvercote Mill is still in existence, and the property of the Oxford University Press. It is here that the famous India paper is made. In the year 1841 an Oxford graduate brought home from the Far East a small fold of extremely thin paper, which was manifestly more opaque and tough for its substance than any paper then manufactured in Europe. He presented it to the University Press, and it was found to be just sufficient for twenty-four copies of the smallest Bible then in existence—diamond, 24mo—which were duly printed. The book was barely a third of the usual thickness, and although as much as \$100 apiece was offered for them, no copies were sold, but they were presented to the Queen and various persons. The incident was, in the course of time, forgotten, but, in 1874, soon after Henry Frowde became the manager of the publishing house of The Clarendon Press, experiments were again begun, and in the following year a Bible was placed on the market similar to the 1842 edition. In a short time, one-quarter of a million copies had been sold. At the Paris Exhibition, in 1900, this paper was awarded the Grand Prize.

The peculiar qualities of this paper have never been equalled, and the method by which they are obtained remains a secret. A ream of 480 sheets, 17½ x 22, weighs but eight pounds, and the mill produces reams of the same size sheet to weigh even as low as six pounds.

The Oxford University Press revolutionized the trade in Bibles with its India paper. It did not take full advantage of the treasure it had obtained until many years later. Now, however, it is using this paper in the making of books other than Bibles. Its editions of the "Oxford Book of English Verse" and the "Oxford Book of Ballad Poetry," its "Pocket Poets" and "The Thumb Nail" series, are instances of the splendid possibilities of this remarkable material. I can conceive of no choicer addition to any library than a complete series of English poets printed on this paper to a small 12mo size. The twenty odd volumes to which this series would run would probably occupy a space no greater than eight ordinary 12mo novels. The publishers of the new edition of the "Encyclopedia Britannica" have shown fine business acumen in printing an India paper edition of this most important and ponderous work. I am sure they will find that they will sell twice as many of the India paper edition as of the ordinary edition. I understand that the new edition of the "Standard English Dictionary" is to be printed on the same paper—a very wise undertaking. It seems absurd that dictionaries and bulky reference books should be printed on paper that makes the volumes impossible of easy handling. Every reference book should be as light and as easy of manipulation as an ordinary 12mo novel, and it should occupy but very little more space. The publishers of the "English Dictionary of National Biography" have demonstrated, by using a fine thin and opaque

paper, that sixty-three portly volumes can be reduced to twenty-two without in any way interfering with the legibility of the page. Had the Oxford India paper been used, the set of twenty-two volumes would have been still further reduced to twelve.

It has been argued that the printing of a book on India paper increases the cost of manufacture on account of the high cost of the paper. The argument is fallacious. A 320-page book is generally printed on a paper of, say, eighty pounds' weight. The price of this paper varies, but will probably average five cents a pound, so that a ream costs \$4. For a good reference book the average price of paper will be higher, though the weight less. A ream of India paper of eight pounds' weight costs \$3.20, and a ream of six pounds' weight costs \$2.40. This is a sufficient answer to the objection of cost. Of course the printing on India paper is more expensive than the printing on ordinary wove or laid machine-made paper, but the cost of printing need not be so high as to offset the difference in the gain of paper cost. And even if the lighter and tougher paper costs more, it is wiser to use it than to use the wretched material generally employed. If this holds good for a regular 12mo, it holds good for larger books. Furthermore, the quality of India paper is of so high a grade, that a book printed on it will be a permanent book and not the ephemeral article that a book printed on a five-cent machine-made paper is. I should say that any book of over 500 or 600 pages, which is intended for constant use, should be printed on India paper or upon paper approaching it in quality and weight. Three-quarters of the books now manufactured will have rotted away a century from now, because of the bad quality of paper used. Probably this may be a consummation devoutly to be wished for; but real literature is still being written, and this deserves sincerity in treatment. I am convinced that the use of India or Bible paper is only begun, and that the future years will find publishers employing these papers for purposes they never think of now. I have thought that if "Webster's Dictionary" had been reduced to a third of its bulk, there would have been ten times as many copies of it sold as are being sold to-day. The new "Oxford English Dictionary" would meet with the same success were it dealt with in the same way. I would even advocate the use of this paper in the production of legal text-books, reports of legal cases, medical text-books, and reports of all parliamentary and congressional commissions. The day of the heavy and bulky book is passed, and the sooner the publisher recognizes this, and acts upon it, the sooner will he make his enterprise a business success.

The use of fine light-weight paper will improve the art of printing. It makes a greater demand on the printer as a craftsman. Bad presswork is immediately and flagrantly evident on such paper. And any impetus given to a printer which will move him from his present position of fatuous reliance on his machine, will be a benefit to him and to his art, as well as to the great reading public.

Finally, the making of small books would react healthily on the writers of books. There is nothing like a pocket-size India paper volume for testing the quality of the writer's art. From a book that you handle easily and caressingly, you expect something more than drooling platitudes and trickling twaddle. You may pass these off with a bulking featherweight paper and a colored wrapper picturing an insipid female with kiss-begging lips, but you cannot "fake" an India paper book by these means, and a publisher would hesitate long ere he accorded the dignity of India paper to much of the "literary stuff" he now offers as books. It would be an interesting experiment for a publisher to make, were he to issue on India paper only those books he considered worthy, and to relegate the less worthy to the bulkier forms. A novel by, say, Henry James, would then come fresh from the press stamped with its hall-mark. But what then would become of the rest?

"SIXTY YEARS IN BUSINESS."

THE New York Times is circulating an interesting tentative list of firms and institutions that have been in business in New York "at least sixty years." The publishers and booksellers mentioned are the following:

*American Tract Society.	Lemcke & Buechner.
*D. Appleton & Co.	Longmans, Green & Co.
Baker & Taylor Co.	*Methodist Book Concern.
*Baker, Voorhis & Co.	
*A. S. Barnes & Co.	*Munn & Co.
T. Y. Crowell Co.	G. P. Putnam's Sons.
Dodd, Mead & Co.	*D. & J. Sadlier & Co.
Goodenough & Woglum Co.	Charles Scribner's Sons.
*Harper & Bros.	Thomas Whittaker.
John Lane Co.	John Wiley & Sons.

Those with the asterisk (*) prefixed have had identical house names for over fifty years; the others have changed variously in succession during the sixty year period. To this list should be added the American Bible Society, a curious omission, since it is by long odds the oldest publishing firm of all, and the Macmillan Company, the English house, which dates from 1844. The firm of Crowell actually began its career as bookbinders in Boston, and did not become publishers of books until about thirty-five years ago. The John Lane Company, while an older business in London, did not establish a New York branch until about 1895, and probably does not belong to the veteran class. It is interesting to note further that only three of the twenty-one concerns mentioned have been domiciled on the same spot for three decades or more, namely, the American Bible Society, the American Tract Society, and Harper & Brothers. Thomas Whittaker, who succeeded the Evangelical Knowledge Society along about 1874, comes next, his predecessors having settled in the Bible House just fifty-four years ago.

Incidentally, Mr. Whittaker holds the record of having a retail bookstore identified in the same place for upward of fifty years.

It might be added that THE PUBLISHERS' WEEKLY, though under that title a youngster of some forty odd years only, succeeded to a periodical which will next year put it also in the "veteran" class.

MEETING OF EXECUTIVE COMMITTEE OF INTERNATIONAL CONGRESS OF PUBLISHERS.

THE Executive Committee and the International Commission of the International Congress of Publishers met at Berne, Switzerland, on June 14 and 15 last, respectively. There were present MM. W. P. van Stockum, Jr. (The Hague), president; J. Ruiz (Madrid), vice-president; William Heinemann (London), and J. Hetzel and R. Fourret (Paris), besides representatives of Belgium, Switzerland, Germany, Hungary, Denmark and Italy.

All the resolutions passed at the Amsterdam Congress were carefully gone over. A simple and practical solution of the net-price problem will be submitted shortly to the various national associations. They will also receive shortly a suggested set of rules for international book-trade arbitration, as well as a list of suitable and available arbitrators. Progress was reported on the International Directory of Booksellers and on the Book-Trade Technical Dictionary, which is now being translated into the various languages. The Directory should appear this year.

A. Brockhaus, being reluctantly obliged to resign as second vice-president of the Congress, Wm. Heinemann was unanimously elected to that office.

The International Congress of Publishers will probably be invited to hold its ninth session (1915 or 1916) at New York City.

ILLINOIS TEXT-BOOK LAW DECLARED VOID.

In the taxpayer's suit of one Paul E. Polzin *v.* Rand, McNally & Co. and the Board of Education of Chicago, to restrain the Board of Education from fulfilling a contract with the Rand, McNally Company for school books, the Supreme Court, on June 20, affirmed the decision in favor of the defendants. The case was commented upon in the PUBLISHERS' WEEKLY for Feb. 19, 1910. The decision held the so-called Hope-Ettelson text-book law unconstitutional in providing that bids for furnishing books shall be advertised in one or more newspapers of general circulation published in the district where the books are to be used. It declared there are many districts in the State in which no newspaper of general circulation is published. Judge Carter dissented. In its defense the Rand, McNally Company said it was impossible for them to furnish the books at the prices named in the law and the classification was unreasonable.

The books in question were geographies on which a limit of price of 75 and 35 cents was set. No firms complied with the law in fixing bids or were able to offer the geographies at these figures, whereupon the Board of Education contracted with Rand, McNally & Co. to supply them at 95 and 45 cents.

The law in question has always been considered unconstitutional and has been generally ignored by text-book publishers and school boards alike.

BRITISH BOOK EXPORTS.

AN article in a recent number of the *Publishers' Circular*, quoting the just published statistics for 1909, notes that we are Great Britain's best book customer, with the exception of Australia. Australia (including Tasmania) imported £461,303 worth of books in 1909, as against £440,335 for the United States. In return England imported from us £130,779 worth of books. Both these figures show a normal increase over those for 1905, the last year previously given.

Canada's importation of English books rose in the same period from £109,870 to £168,626. Germany took £103,090 and France £62,688. Both France and Japan, £27,233, showed substantial decreases from previous figures.

Generally speaking, Great Britain's overseas book sales increased nearly a quarter of a million sterling between 1905 and 1909, which gives her natural cause for smiling satisfaction.

It may be of interest to compare that during the same period our own exports of books rose to \$6,515,606.

THE LITERARY OUTPUT OF ANDREW LANG.

A RECENT editorial statement regarding the comparative prolificness of English and American writers raised a question as to whose output, of quality, was really largest. It very quickly appeared that the palm must go not to Mr. Benson, H. G. Wells, with his three or four books a year, or to G. K. Chesterton, but to Andrew Lang.

Mr. Lang's output is really amazing, his versatility no less than his energy, and this, if we omit the flood of letters, essays, magazine articles, "introductions" and "forewords" flowing from his industrious pen, and consider merely that literature of more enduring type that finds its way into bound books.

Very roughly speaking, his work has been of two sorts: scholarly work and rewritings of old tales—fairy, folk-lore and historical—for younger readers.

First, of course, in the latter class, must come his "colored" series of fairy books, now numbering nearly a dozen, "Red, Blue, Green, Yellow, Pink, Brown, Gold, Violet, Gray," etc., "Fairy Books." But besides these are three volumes of "Tales of the Fairies," and nine other volumes of fairy and folk-lore tales under various titles. Add to these a "colored" series of "Animal Story Books," three volumes of supplementary school readers of historical tales, a "colored" series of "True Story Books," two volumes of tales from Greek history and fourteen other volumes of historical stories for children, and work enough for one man seems to have been already outlined.

But that is but the beginning of Mr. Lang's personal bibliography.

In history, it is true, besides three other volumes, he wrote a four-volume "History of Scotland Since the Roman Occupation;" and, in biography, lives of people as diverse as Helen of Troy, Sir George MacKenzie, John Gibson Lockhart (in two volumes), James

vi of Scotland, John Knox, Joan of Arc (two volumes), Mary Stuart (two volumes), and Sir Stafford Northcote, many of these works weighty in size and research.

But Mr. Lang's hobby has been those borderlands which lie between history and fable, between superstition and fact, between religion and anthropology, and here his list of works is an even longer one. Take on the one hand his "Magic and Religion," "Origins of Religions," "Myth, Ritual, Religion" (in two volumes), "Cock Lane and Common Sense," "The Making of a Religion," "A Book of Dreams and Ghosts;" take, on the other hand, his works on "The Origin of Terms of Human Relationship," "Social Origins and Primal Law," "Modern Mythology," "Custom and Myth," "Secret of the Totem," "The Clyde Mystery," etc., etc.—surely here again work enough for one man.

Yet in his spare time he has found time to compile a series of "Selections from the Poets," to write or translate five volumes of poems himself, to publish three collections of "Ballads" and one book of "Homeric Hymns" and one of nursery rhymes.

Add to his poetry four novels, his "Poets' Country," "Politics of Aristotle," "Homer and His Age," and "New and Old Letters to Dead Authors;" put in his translation of "Aucassin and Nicolette," his "Homer and the Epic," "Angling Sketches," "St. Andrews" and no less than sixteen volumes of miscellaneous essays on literary and scientific topics; and one can but little doubt that Mr. Lang is still, in output, safe in the lead.

JAPANESE NOVELS OF TO-DAY

THOUGH not more than a scant half dozen novels of the late Japanese fiction type have been translated for Western reading, it is a mistake to believe that modern Japan has no fiction writers and that the revolution which have affected other forms of Japanese art has passed over her literature without producing its effect. Perhaps it is that the comparatively few perfect Japanese scholars of English do not find sufficient inducement to attempt the translation of the best novels produced there; perhaps they believe that the novel form is not yet the most representative type of modern Japanese literature.

During the war with Russia one Japanese novel, "Hana-ko," which was the work of one of the newer school of fiction writers in the Emperor's realm, was brought out in English with attractive covers and illustrations. It was a war story, rather lurid and leaning toward the melodramatic, and aside from casual appreciation of the beautiful form in which "Hana-ko" appeared in translation, the book received little favor here. Since that time there has been only one novel carried over into English and that has had a very small sale.

The Occidental peoples have been far more ready to read Japanese tales written by foreign observers than the works of the Japanese novelists themselves. Pierre Loti with his "Mme. Chrysanthème" charmed with a great wealth of exotic coloring almost wholly un-

natural. Onoto Watanna and one or two imitators in this country and England wrote many sugar wafer stories of geisha and museum which passed current as correct pictures of Japanese life when they were not. Western people who got the idea from musical comedy that Japanese women toddle instead of walk and simper instead of talk learned to expect nothing in a Japanese story but love under wistaria blossoms and the spineless prettiness of women.

The novel is a more recent development in Japan than it is in the Occident, and Japanese critics themselves admit that this type of literature is still in its formative period with them. Yet the predominant genre of fiction in Japan is so far away from what the Occident has been led to believe it must be that readers of those sweetly pathetic little stories of love stress which our authors have given us would not recognize as Japanese any translation of a popular Japanese novel.

Writers in Japan have had to borrow forms and styles from the West, just as the military engineers have copied our great guns and the naval architects have learned to model Dreadnoughts equal in strength to those in Western seas. The only foundation that the fiction writers of new Japan had to build on was the great accumulation of folk tales handed down from the dim beginnings of history. In this Japan is richer than any of the Teutonic or Latin nations have ever been; their anthology of the divinities is as great as that of Greece. The folk tale and legend is much nearer to the heart of the people in Japan than it is in our own or any European country.

Classic Japanese novels, if novels they can be called, all sprung from these folk tales of heroes. Classic minstrelsy had a growth contemporaneous with the growth of legend, and to-day many of the great tales of Japan are sung instead of read. Since the novelists of new Japan could not improve upon nor dared even to attempt to improve upon the substance of ancient lore they had to open up a new frontier, to draw upon contemporary things for their inspiration. Before them all narrative had been of the glorious past; they had to break with this convention and put themselves squarely to an exposition of the facts of life in the present.

The logical result of this condition forced the growth of the Japanese school of fiction as it stands to-day—almost solidly naturalistic and with only a superficial tinge of romanticism. This situation stands in such marked contrast to the Japanese spirit expressed in their plastic and textile arts, where romanticism is everywhere dominant, as to force the conclusion that the swing to the mode of Flaubert, very imperfectly aped as yet, is indicative of the influence of the strong materialistic and rationalistic thought of the new Japan. Indeed only very recently it was noted in the news from Tokio that the governmental bureaucracy had begun active measures to exercise a censorship over novels and dramas because of the corrupting influence they were believed to wield.

Life in Japan—the life of the ordinary

people—is not all purple tinged and beautiful, as the Western writers on things Japanese would have us believe. Rather it is savagely sordid and for three-fourths of the population of the empire it is terribly difficult. Poverty is the rule and comfort the exception among the millions of the Emperor's subjects, and the poverty sometimes reaches a depth almost inconceivable. A rich field for the naturalistic writer, yet one only imperfectly understood by the novelists of the day.

According to the annual review of the fiction for the year 1910 which was published in the *Tokio Nichi Nichi Shimbun*, a newspaper of some pretensions to literary standing, the vogue of the novel with a purpose was passing and most of the prominent writers were giving themselves entirely to writing facts as they found them without intruding their own opinions into the text in any way. Readers were being left to do their own moralizing if they felt like it.

This must be a sharp departure from past standards in a country where, coupled with a most profound respect for government, there has been of recent years a sharp insistence upon the right of every man who thought he knew something to advise the Government upon how it should be run. College professors, lawyers, and especially clubs of journalists, have sometimes made amusing spectacles of themselves in solemnly resolving that this or that ought to happen in the ministerial closets to save the country from quick ruin. The novelists hitherto have not lagged behind in demanding to be heard, and it has been a favorite practice for some writers with a hobby to sell a story in serial form to one of the newspapers so that under the flimsy guise of a plot he could harangue the multitude. Many such tales were recitals of terrible poverty and the inhumanity of the police.

The *Nichi Nichi* also marks the fact that Japan's novelists have begun to put greater care in the construction of their works and that former laxity and slipshod methods of building plots were passing. And in this connection the *Nichi Nichi* adds this naive comment:

"Stories on whose construction much thought has been expended do not as a rule please the uneducated classes who are accustomed to read romances of the *Kusazoshi* (blood and thunder) type. It is this kind of people who say that there is nothing doing in the world of fiction. But for superior artists to lower themselves to the level of the majority of novel readers would involve the arrest of literary progress. The criticism of the people who are incompetent judges of literature does not merit a hearing. Let our first class novelists go ahead and cater for the select few. Let them aim at educating the nation up to their standard. If they do this persons whose present tastes are very low will gradually move up to a higher level."

The *Tokio Journal* also alludes to the attempt already mentioned of the bureaucracy to censor literary products. It says:

"The year 1910 was rendered memorable in literary annals by an official raid on a species of literature that has been in existence for a

number of years without arousing the official ire. Bureaucrats have become almost frantic in their efforts to control thought. The circulation of a very large number of works has been forbidden under the plea that they are calculated to cause a breach of the peace. To us the whole agitation seems uncalled for, and we fail to see any good that it can do. The officials are likely to do more harm to themselves than they can do to literary men.

"While professing to believe in the omnipotence of bureaucracy they are acting in a manner which will eventually demonstrate its inherent weakness."

In scanning the list of titles of successful novels in Japan the Occidental reader is struck with the abbreviated titles of many of them. No Western writer who desires to cram a strong title into a few words can approach the Japanese novelist with his handy stock of speaking ideographs. Here are some of the short crop titles:

Shimazaki Toson calls his latest book "Ie," and he will soon publish a serial which he calls "Gisei" (Sacrifice). Tayama Kwatai's two short stories, "Asa" (Morning) and "Kiuri" (Cucumber), made a great hit, according to the *Nichi Nichi*. Then there are as other samples of terse titling "Mon," "Uzumaki" (Whirlpool), "Horo" (Wave Let Loose) and "Seinin" (Young Man).—*New York Sun*.

MAGAZINE "MAKE-UP."

AMONG the many minor arts of the present, upon which increasing attention is bestowed, says a writer in the *New York Evening Post*, is the art of magazine "make-up." The function of the modern "make-up" man differs from that of the older "art editor," in that while the latter was primarily and almost exclusively concerned with the selection of pictures and their reproduction, the former gives a new importance to the work of adjusting the picture to the letter-press, and of establishing a characteristic typographical style—matters that were once regarded as more or less mechanical and left largely to the discretion of the printing office.

The development is to be noted chiefly in the less expensive magazines which, unable or unwilling to provide elaborate and costly color features, are forced to seek freshness and attractiveness of presentation in other and more economical ways. The colored insert does a certain violence to the taste of all who feel that a magazine, like a book, implies a certain principle of unity in its structure. This unity the new movement recognizes, after a fashion, and seeks to turn to proper advantage. To blend pictures with text, to introduce into the latter such decorative elements as may be appropriate, and to break down the hard and fast "office style" so as to draw from the resources of typography itself effects pleasing to the eye—this surely is a worthier effort than the mere multiplication of color sections.

But while the intention is excellent the working out of the plan is not always satisfactory. With few exceptions, too little ad-

vantage has so far been taken of the remarkable opportunity to make the modern magazine a worthy companion to the modern book at its best. The problem presented would be a fascinating one to an artist with a firm grasp on the principles and best traditions of the printing art. For the magazine, with its large double-columned page, is the sole representative to-day of the earliest printed books. Thus the cultivated art editor has open to him a whole field which is ordinarily closed to the maker of books. The trouble usually is that this grasp upon the principles and traditions of typography is precisely what is lacking. The editor is out of sympathy with his medium. Though this is one of the most rigid and least compromising—for type can be set in only one way—he persists in treating it as if it were one of the most plastic. And when he discovers this lack of plasticity, instead of making a merit of it, as a sensitive artist will always find a way of doing, he seeks to escape from it by unhappy expedients. A striking example of this is the prevalent use of hand-lettering in the headings of articles and stories. Types, even in all the multiplicity of execrable job fonts, do not present a sufficient variety for the taste of the art editor, who, therefore, calls to his assistance the florid fancy of the decorative designer.

Whatever the intrinsic merit of much of this lettering, its use within the magazine violates what is almost the first principle of good "make-up"—which is that type should always be used with type. Even the decoration employed should be as typographical as possible, excellent models being ready to hand in the type-set ornaments of the seventeenth and eighteenth centuries. Much of the decorative material now commonly used, and upon which the mechanical methods of reproduction place no restraints of handling, is unsuited to its purpose. It is not merely that that material is usually without "style," but it is deficient in that there is small attempt to follow the older designers who sought to echo in their line the harmonies involved in the design of the type itself. For the modern art editor decoration is decoration, and he selects his headpieces, frames and initials, with reference to his own personal taste, rather than to the demands of the particular problem which confronts him. Thus, by way of example, most type faces used in magazines to-day are light in color, with a certain amount of shading; nothing, however, is more common than to see such a page spotted and over-weighted with heavy woodcut ornaments whose popularity persists in spite of the fact that they reflect the spirit of quite another style of typography.

But we would not press our fault-finding. The vocation of art editor is still young, and will doubtless attract in time both editors and designers with a keener perception of the problems involved, and a surer æsthetic taste in the solution of practical difficulties. What, above everything else, is needed to-day is a fuller and more scholarly knowledge of the past. The illustrator should know more of the Dutch painters, and eighteenth century Frenchmen like Chardin, who although they

did not work for reproduction or from a literary text, were none the less illustrators of the life about them, appealing to the same popular taste that is exploited by the modern magazine. And in the same way the decorative designer needs to know more of the historic styles of design and their evolution in correspondence with the changes of typographic style. Even the illustrated book is no new thing, and though it seems useless at present to protest against the triumphant half-tone and wash-drawing, artist and editor alike will find in the French and Italian books of the Renaissance suggestions for the designing of illustrations, and the assimilation of these with the text, that will go far towards making the magazine of the future a thing of accomplished dignity and beauty, instead of an incomplete realization of a valiant but indistinct intention.

THOUGHTS OF AN ADVERTISING MAN.

Selections from a talk by Hugh Chalmers in the *American Printer*.

It is easier to make goods than to sell them. I have been in the advertising business all my life, but it took me some time to find that out. Any man with money can buy machinery and hire men to run it and make goods, but it does not follow that because he can do that he can sell goods.

If I were asked to define salesmanship in one sentence, I would say it is nothing more or less than making the other fellow feel as you do about the goods you have to sell.

The best invention the world has ever seen would have been worthless if the man had not told anybody else about it, if he had not advertised and given the widest publicity to his invention.

Advertising is more than salesmanship; it is salesmanship plus publicity. A salesman can talk to only one or two people at a time, so it might be properly said that salesmanship applies only to the individual, while advertising reaches the public as well, because by advertising you can reach hundreds, and thousands, and millions of people; while the salesman can only reach one or two at a time.

I once heard it said that a man with a little idea always uses big words to express himself, because he wants to surround his idea with as big words as he can, whereas the man with the big idea uses little Anglo-Saxon words to express himself, because the idea is so big it needs no surrounding.

I believe advertising copy should be so written that its first two lines be the attractive feature of it.

No sale was ever made until a man was convinced. He is not convinced until he understands. He cannot understand unless in the explanation he can understand what you mean.

The man in business is so close to it he does not take the other fellow's viewpoint, so we must give it from his standpoint.

Decency in business as well as in other things is becoming fashionable in this country.

THE STORY OF THE TAUCHNITZ EDITION.

ABOUT seventy years ago several English authors were considerably surprised to receive an unexpected offer of copyright fees. The letter emanated from Christian Bernhard Tauchnitz, of Leipzig, and the offer was made as an equivalent for the author's permission for the republication on the Continent of certain of their works.

It was the idea of paying for such permission that dumbfounded the writers. No copyright agreement between England and the German States then existed, so the works of any English author could be reproduced without remuneration and without permission by any Continental publisher who cared to take the financial risk of bringing out a foreign book.

That it was sterling honesty which prompted the offer and not ignorance of the conditions then existing was proved by Herr Tauchnitz's letter. After stating that he wished to publish in Germany an edition of English works, "with the authority and sanction of the authors," he continued:

"Allow me, however, to remark that I, as well as many other publishers in Germany, have at present the right to embark in such undertakings without any permission from the authors, and that my propositions arise solely from a wish thereby to make the first step toward a literary relationship between England and Germany. . . . I therefore beg to offer you. . . . For this you will give me your authority for publishing my edition for the Continent. . . . I hope that this first attempt to establish a connection with the 'Classical Authors of England' will lead to a long and advantageous relationship."

When the "Classical Authors of England" realized that the letter was not a wretched practical joke they joyously accepted the Quixotic publisher's proposition. And the Tauchnitz Edition was launched.

It has prospered to an extent that even its farseeing founder cannot have anticipated. The first work in the series—it was Lytton's "Pelham"—appeared in 1841. The same year "Pickwick" and Lytton's "Eugene Aram" were published.

Year by year the Tauchnitz list lengthened and the Collection gained importance, with the result that from publishing three books a year the firm now issues on an average two new works every week. The complete Tauchnitz Edition comprises more than 4200 publications.

After England had concluded a copyright agreement with Prussia, Saxony and the other German States the British authors continued to confide their interests to the honest hands that had protected them so faithfully before. There is no more remarkable collection of autographs in the world than the one treasured at the Tauchnitz establishment in Leipzig. It comprises letters from all the great names in modern English literature, from Dickens, Thackeray, Carlyle, Macaulay, Tennyson, Browning, Beaconsfield, Gladstone, Robert Louis Stevenson, Charles Kingsley,

Hawthorne, Longfellow and Washington Irving.

In almost every letter occurs an expression of esteem, even of affection, for Herr Tauchnitz. The authors, too, can scarcely conceal their surprise to find a publisher who admits that an idea expressed in a book is as much the property of the man who wrote it as is a sack of potatoes the property of the peasant who cultivated them.

Evidently an upright man of principle, a man who inspired implicit confidence in all who had dealings with him, was this Christian Bernhard Tauchnitz, who in 1860 was created Baron von Tauchnitz. He was born in 1816, and from his earliest years breathed an atmosphere of literature, became an accomplished polyglot and at the same time acquired a rare familiarity with all the practical details of printing and publishing. He was only twenty-one when, in 1837, he founded the publishing establishment that still bears his name. Four years later he started the "Collection of British and American Authors" that was to make his name a household word.

The moment was well chosen. At that time the Continent was overrun with English travellers, for the exhausting effects of the Napoleonic wars had been overcome and the extraordinary development of the mechanical arts had made the English the richest people in Europe. Young Tauchnitz saw that there was a big public on the Continent for works in English published at a reasonable price. There was also an ample supply of English authors, for the early part of the Victorian era was a golden age. Dickens had just published "Nicholas Nickleby," Thackeray had already made his mark as a satirist and humorist of unrivalled power, Macaulay was at the height of his fame and Bulwer Lytton had written "Falkland," "Pelham," "The Last Days of Pompeii" and "Rienzi."

Herr Tauchnitz, in fact, launched his venture at the psychological moment, and before he died, in 1895, he saw the "Collection," which opened in 1841 with "Pelham," increase to more than three thousand works.

Under the guidance of his successor, his son, Christian Carl Bernhard, second Baron von Tauchnitz, the enterprise has continued to prosper. The printing and publishing establishment fills a huge building. The friendliest terms attach the workmen to their chief, and the prevailing spirit appears to be the desire to attain perfection. It must be admitted that the "Collection of British and American Authors" is remarkable for its typographical accuracy.

It is no sinecure, the direction of the Tauchnitz institution. The work devolves on Baron von Tauchnitz and his partner, Dr. Otto. Few, if any, of the works published in England, except the purely scientific works and technical text books, escape their scrutiny.

Inclusion in that literary gallery is an honor to which even such a prince of letters as Robert Louis Stevenson was not insensible. "I am pleased indeed," he wrote to Baron von Tauchnitz, "to appear in your splendid collection, and thus to rise a grade in the hierarchy of my art."

POSTAL-EXPRESS MATTERS.
CARRIAGE OF SECOND-CLASS MAIL BY
FREIGHT POSTPONED.

THE printers and publishers who recently had a conference with the Postmaster-General were successful in securing a temporary suspension of the order to send second-class mail by freight. It was pointed out that certain periodicals, by reason of their news character, would be seriously affected by a slower delivery service. The circular letter of the Post Office Department reads: "Gentlemen: In connection with the recent circular letters from the department relative to the proposed handling of monthly and semi-monthly periodical matter by fast freight trains between certain points, you are advised that the date on which such shipments will begin has been postponed from July 1, 1911, to September 1, 1911."

EXPRESS INVESTIGATION BY INTERSTATE
COMMERCE COMMISSION.

THE Interstate Commerce Commission gave notice July 1 that it would upon its own initiative start an investigation into express rates, classifications, regulations, and practices. This notification was made in answer to complaints filed with the commission by Bengt E. Sundberg. The notice reads in part as follows:

"It is ordered that an inquiry be, and the same hereby is, instituted by this commission on its own motion into the rates, classifications, regulations, and practices of the various express companies subject to the act to regulate commerce, to determine whether such rates, classifications, regulations, or practices, or any of them, are unjust or unreasonable, or unjustly discriminatory or unduly preferential or prejudicial, or otherwise in violation of any of the provisions of said act, and to determine the manner and method in which the business of said express companies, and of each of them, is conducted."

The companies named in the notice include all the important express companies except the Long Island.

EXPRESS COMPANIES LOWER RATES.

ON June 30, to take effect August 1, all the express companies of the United States except the Long Island filed new tariffs of rates with the Interstate Commerce Commission.

While not as great as were at first thought, reductions are made on possibly 90 per cent. of the express traffic of the country, in some cases substantial. The largest reductions appear in cases where a double graduation of rates was in force between two points. There is said to be no change in rates on individual lines, though the tariffs are voluminous and cannot be checked hastily.

Under their double graduate system of charging for express packages weighing less than 100 pounds, every express company participating in the transportation charged its own separate rate for the distance hauled. The new tariffs provide for a charge based on a through haul.

Under the law railroad and express companies are compelled to give thirty days' notice of changes in rates unless excused from doing so by the commission. The express companies are apparently anxious to have the new rates go into effect on August 1, as they filed on the last day on which they could file them to become effective on that date.

PRESIDENT TAFT FOR A PARCELS POST.

PRESIDENT TAFT has pronounced again for a parcels post. Charles D. Hilles, secretary to the President, has written a letter to John H. Stahl, of Chicago, legislative agent of the Farmers' National Congress and editor of the *Illinois Farmer*, giving the views of Mr. Taft and announcing that the President will recommend in his next message not only the adoption of the parcels post on rural free delivery routes, but also the establishment of a general parcels post. Secretary Hilles says in this letter, under date of June 29:

"The President recommended, in his annual message of December, 1910, the adoption of the parcels post on all rural delivery routes, with a view to its general extension when the income of the post office will permit it and the postal savings banks shall be fully established. The conviction he expressed in his message that it is possible to incorporate at inconsiderable expense a parcels post in the rural delivery system has been strengthened by further investigation on the part of the Post Office Department."

"That Department, as you know, has several times recommended the introduction of a limited parcels post service on rural routes and has asked legislation from Congress under which the Postmaster-General shall be authorized to undertake the experiment. The President is glad to have the continued support and coöperation of the Farmers' National Congress and of all farmers in presenting to Congress the desirability of this legislation."

CHARLES D. HILLES,

"Secretary to the President."

"P. S.—The President is strongly in favor of the establishment of a general parcels post, and will recommend the same, without qualification, in his next message."

OBITUARY NOTES.

JAMES S. CREW, a retail bookseller and stationer of San Francisco, died in that city May 29.

VAUGHAN KESTER, the novelist, author of "The Prodigal Judge," died at his home, Gunston Hall, Fairfax County, Va., July 4, after a long illness. Mr. Kester is survived by his wife and one brother, Paul Kester, the dramatist. He was born in New Brunswick, N. J., 1869, and educated at the public schools of Mount Vernon, Ohio, and under private tutors. He began a literary career by writing short stories for the magazines. Later he became a member of the staff of the *Cosmopolitan*. In 1901 he published his first novel, "The Manager of the B. and A." "The Fortunes of the Landrays" was

published four years later, followed in 1907 by "John o' Jamestown." He is also the author of several songs and of two plays.

FRANKLIN FYLES, at one time dramatic editor of *The Sun*, died, July 4, at his residence, 114 W. 94th Street, New York, after a long illness. Mr. Fyles was born at Troy, N. Y., in 1847. Although continuously employed in newspaper work, he found time to write many plays, some of which have been great popular successes. Probably the best known among them are: "The Girl I Left Behind Me," which he wrote in collaboration with David Belasco; "The Amanuensis," "Overlook," "The Governor of Kentucky," in which William H. Crane appeared; "A Ward of France," "Kit Carson," and "Drusa Wayne." Mr. Fyles, in addition to his dramatic work, wrote a great many magazine stories. His only book, "The Theater and Its People," was published several years ago.

NOTES ON AUTHORS.

JUSTICE GERARD, in the New York State Supreme Court, granted to Mrs. Julie Norregard Le Gallienne, who sued Richard Le Gallienne, the poet, an interlocutory decree of divorce. Mr. Le Gallienne did not defend the suit.

FRANCIS ARNOLD COLLINS, author of "The Boys' Book of Model Aeroplanes," spends most of his leisure time in attending model aeroplane meets and in working over aeroplane models, always in company with his 11-year-old-boy. There is to be a new "Boys' Book of Model Aeroplanes" in the fall.

ELEANOR HALLOWELL ABBOTT, creator of "Molly Make-Believe," is a passionate lover of out-of-doors. She and her busy physician husband, Dr. Fordyce Coburn, of Lowell, Mass., spend all their leisure in the open—salmon fishing in Maine waters, tennis playing at the Lowell Country Club, coon and wild turkey hunting in Florida. She will have a new book this fall, "The Sick-a-Bed Lady."

HERBERT QUICK is a notable instance of the literary man in politics. His home town is Sioux City. Early in the '90's every variety of graft was practiced there. Within a short time the city had been robbed of half a million dollars. Quick, who was practicing law at the time, was appointed one of three to investigate graft conditions, and in a few days he had collected enough affidavits to send three or four officials to the penitentiary. A further and incidental result was that Quick was elected mayor of Sioux City in 1898. "Yellowstone Nights," Mr. Quick's latest work of fiction, is free from reference to his political experiences but contains much of the humors of the law.

MURRAY BUTLER, president of Columbia University, once stated it in this way: "What we need is not sharp men, but broad men sharpened to a point."

PERIODICAL NOTES.

The Bookman is now returnable.

The Airscout, a recently established aeronautic magazine, has been merged with *Town and Country*.

WITH its current issue the *Canadian Book-seller and Stationer* changes the date of publication towards the end of the month rather than about the 15th.

Delivery, a western publication, has been taken over by the newly established *Modern Delivery*, a live Philadelphia publication which aims to cover the delivery field.

LITERARY AND TRADE NOTES.

It should have been mentioned last week that the copyright notes were cited from the "Federal Reports" of the West Publishing Company.

ADMIRAL ALFRED T. MAHAN has completed an important new work on "Naval Strategics," which will be published simultaneously in Boston and London in the autumn.

THE need of a book of reference containing the names, appointments, and achievements of the world's scientists has long been felt, and J. & A. Churchill, 7 Great Marlborough Street, London, have in preparation a new manual which is designed to meet this want. It will be called "Who's Who in Science," and is to be edited by H. H. Stephenson.

THE prolonged and extraordinary heat wave the past week has so far wilted New Yorkers, printers as well as editorial force, that it has seemed wise to postpone the publication of the six months' cumulation till next week rather than to attempt, by the usual overtime work, to get it into this issue.

THE appointment of Ralph Adams Cram to be supervising architect of the Cathedral of St. John the Divine is in recognition of his place as an authority among American architects on the Gothic. His mastery of this field has been shown by his "The Gothic Quest," published by the Baker & Taylor Company. Mr. Cram is also the author of a book on Japanese architecture.

SIR ROBERTSON NICOLL disposes of one pathetic story of a novelist's hardships: "I learn from my friend Arthur Spurgeon, of the house of Cassell, that while it is true that Robert Louis Stevenson received £100 on account of royalties for 'Treasure Island' (published originally by Cassell & Company), up to the present Messrs. Cassell have paid to him and to his executors £4400 for the book."

THE following were the Canadian best sellers last month:

	Points.
1. Broad Highway. Farnol. Little, Brown.....	68
2. Prodigal Judge. Kester. McLeod..	37
3. Grain of Dust. Phillips. Briggs....	30

4. Rosary. Barclay. Musson..... 25
5. Dop Doctor. Dehan. Frowde..... 24
6. New Machiavelli. Wells.* McLeod.. 12

FOUR volumes of literary interest are announced for autumn publication by the Baker & Taylor Company: "The Poet's New England," by Miss Helen A. Clarke; "The Paracelsus of Robert Browning," by Mrs. Christina P. Denison; "Robert Louis Stevenson: A Familiar Study," by Dr. Clayton Hamilton; and "Loves of the Poets," by Richard Le Gallienne. This firm also announces "The Book of Scottish Poetry," compiled by Sir George Douglas, Bart., and Miss Edith Rickert's long-delayed anthology of "American Lyrics."

A CONSPICUOUS example of a successful compiler is Mary Wilder Tileston, of Boston, who in 1884 had published a collection of selections in prose and verse, with accompanying texts of Scripture, intended for daily reading, called "Daily Strength for Daily Needs." The book has attained a sale of over 250,000 copies and is to-day regarded by many as the best of its kind. A companion book called "Joy and Strength for the Pilgrim's Day" is almost as popular. As editor of books of selections for children Mrs. Tileston has been equally proficient.

ONE of the most refreshing books for summer reading is Professor Stephen Leacock's newly published volume "Nonsense Novels" (Lane). Professor Leacock is recognized as one of Canada's greatest writers of humorous literature, and won his way to great popularity in this country through his first book, "Literary Lapses." In "Nonsense Novels" he has taken ten types of novels, from the detective story to the sea-faring yarn, and exhibits not only an extraordinary power of literary burlesque, but a faculty by inference that one may look for in vain elsewhere.

WHY are most Russian tales melancholy? It is not altogether political conditions, it appears, which create this atmosphere in fiction. A writer in the *Pall Mall Gazette* ascribes it to the "intense boredom that must fall upon those who live on their own estates during the long night of a Russian winter." Added to this must be the perpetual snow, which makes every part of the landscape look alike; the misery of the peasants, which the fortune of a Rothschild would be insufficient to relieve; the sense of monotony caused by always seeing the same people and the same interior and the complete absence of anything like society and the pressure of public opinion.

"How far," the editor of *The Bystander* has asked a number of novelists, "is it necessary, for art or for popular interest, that a short story should contain a 'love' or a 'sex' interest?" H. G. Wells answers that the sexual "situation" is the "last refuge of the uninventive very-short-story writer." "In my opinion," writes Rider Haggard, "it is not at all necessary that a short story should contain a sex interest." "Art," remarks Eden Phillpotts, "demands neither love nor sex to

satisfy its requirements." Sir Gilbert Parker instances Stevenson and Kipling as two masters of the short story who depend least, not most, on "love interest." The predominant view seems to be that it is no essential part of the short story.

IN Ian Maclaren's essay on "Books and Bookmen," which has just been reprinted in a volume of miscellanies, there is an anecdote of true literary appreciation: A colonial squatter, who had made his pile, wrote home to an old friend asking for some chests of the best procurable books to be sent out. His friend took the task seriously and dispatched, "in the best editions and in pleasant binding, the very essence of English literature." To his disappointment, the only acknowledgment he received was a post-card, saying that the consignment had arrived in good condition. But a year afterward there came a letter, showing that the squatter had not been idle. "Have been working over the books," it ran, "and if anything new has been written by William Shakespeare or John Milton please send it out."

IT is stated that New York City produces more than one-third of the printing output of the United States. The huge New York City printing shop has no equal in the world. The noises of its almost numberless presses are continuous—day and night. The value of the newspapers and books printed in the metropolis last year were valued at \$118,000,000. The book and job printing alone was estimated to be worth about \$73,000,000. In addition to this, more than one-half of all the music printed in the United States emanated from the presses in New York City. This huge mass of printed matter has a considerable influence on the New York post office receipts. Last year Manhattan's post office received from the mailing of newspapers and periodicals, for points all over the United States, about \$1,720,000. The weight of this matter was approximately 36,000 tons.

BUSINESS NOTES.

BERKELEY, CAL.—Radstons, bookseller and stationer, has moved from the Masonic building to a newly equipped store at 2223 Shattuck Avenue.

FAIRMONT, W. VA.—John H. Danner, doing business as the Globe Bookstore, is in bankruptcy.

FITCHBURG, MASS.—J. E. Thompson, bookseller and stationer, is in voluntary bankruptcy.

GRAND JUNCTION, COL.—E. Frank Winfield, formerly of Denver, has purchased the business of E. B. Lutes & Son, conducted as "The Outing Shop," and carrying books, stationery, office supplies, etc.

LOS ANGELES, CAL.—L. H. & Elbert Coffin, booksellers and stationers, have sold out to William F. Rott.

NEW YORK CITY.—A judgment for \$1095 was entered Wednesday against the Fourth Estate Publishing Company, 39th Street and Broadway, publishers of the newspaper trade periodical of that name.

PORTERVILLE, CAL.—Mrs. A. M. Graef, bookseller, has made an assignment for the benefit of her creditors.

SAN FRANCISCO, CAL.—Richard Rieger, a bookseller and art dealer at 1220 Fillmore, suffered considerable loss in the fire which destroyed the Chutes Amusement Park on May 31, partly covered by \$750 insurance.

SAN FRANCISCO, CAL.—Dawson's Bookshop at 518 South Hill Street, Los Angeles, has gotten out a very attractive catalogue of Pacific Coast publications.

SAN FRANCISCO, CAL.—The first one to be charged with a violation of the new California eight hour law for women was Milton Heyneman, bookseller and stationer at 61 Post Street. The new law, which went into effect a few weeks ago, provides that no woman shall be kept at work for more than eight hours during one day.

SPRINGFIELD, O.—W. H. Wood, doing business as W. H. Wood & Company at 2 E. Main Street, has sold out to S. B. Stupp & Company, who will continue the business at same address. Mr. Wood will remove with his family to Los Angeles, Cal., where he may reënter the book business, which he has successfully carried on in Springfield for 20 years.

SUISUN, CAL.—J. M. Fix, bookseller, has sold out to J. W. Cox.

TUCSON, ARIZ.—J. M. Jacobs & Son, have purchased the entire stock of office furniture and supplies from W. E. Pierce, who is to remove to Los Angeles, and will add the new lines to their present stationery and book business.

CANADIAN NOTES.

BARRIE.—J. G. Keenan has purchased the book and stationery business lately owned by N. W. E. King.

VANCOUVER, B. C.—W. J. Slater, late of the Church Book Room, Toronto, has gone to Vancouver to manage a department in one of the Thomson Stationery Company's stores.

ZEALANDIA, SASK.—W. J. Russell has bought the book and stationery business of Robert Crossland.

PICK-UPS.

BOOKSELLING A LA MODE

ATTORNEY GENERAL WICKERSHAM, at a dinner, said apropos of certain lawbreakers:

"Their ingenuity passes all belief. They are worse than the Cohoes book agent."

"A Cohoes man, on the way to the railroad station one morning, was halted by a book agent, and, being a great reader, he bought a book for \$5."

"It will be something to read on the train," he thought, as he gave his name and accepted a receipt.

"It was a dull book, however, and the Cohoes man left it at his office. But on his return home that evening there was another copy on the library table, and his wife explained that the agent had left it and had

collected \$5, saying that such were her husband's orders."

"The Cohoes man was wild with rage."

"If I had that agent here," he growled, "I'd kill him, dastardly hound that—"

"Why, there he goes now," cried his wife. "Look, hurrying down the street towards the station!"

"The Cohoes man rushed upstairs for his coat and shoes, but, while he was dressing, a neighbor came along in a motor-car. He hailed the neighbor from the window."

"Hurry down to the station and hold up that chap for me!" he cried. "That chap with the books! See?"

"Sure," said the obliging neighbor, and he put on full speed and soon reached the agent.

"That man up there on the hill wants you," he said.

"Oh, yes," said the agent, as the train steamed in. "That's Mr. Smith. He wants one of my books. Do you mind taking it for him? It's \$5, please."

"Then the train steamed off with the agent on it, and the motorist sped back to Smith again."

"Here's your book," he shouted, holding it aloft, "and you owe me \$5."—*Philadelphia Bulletin*.

* * *

LIMITED EDITIONS.

THE AUTHOR—"Would you advise me to get out a small edition?" The Publisher—

"Yes, the smaller the better. The more scarce a book is at the end of four or five centuries the more money you realize from it."—*Cleveland Plain Dealer*.

BIBLIOGRAPHIC NOTES.

CATALOGUES OF NEW AND SECOND-HAND BOOKS.

O. *Fredr. Arnesens*, Kristiania, Norway, Katalog over boker skicket for folkebok-samlinger.

Burgersdyk & Niermans, Leyden, Holland, Books on plague diseases in hot climates, Quakeriana, American sects, etc. (Bull. No. 4.)

W. Heffer & Sons, Cambridge, Eng., Pre-stocktaking sale catalogue of second-hand books. (No. 75, 5298 titles.)

Karl W. Hiersemann, Leipzig, Germany, Königstrasse 20, Katalog of European history, of the revolution and of Napoleon I. (No. 393, 844 titles.)

Charles E. Lauriat Co., Boston, Mass., 385 Washington St., Book bargains for the summer home.

C. F. Liebeck, 442 E. 67th St., Chicago, Ill., Catalogue of books, Americana and miscellaneous. (No. 13, 270 titles.)

Luzac & Co., London, 46 Great Russell St., Catalogue of books on the history, geography, archaeology, etc., of British India, with a supplement on Indian religions. (No. 10, 1435 titles.)

Luzac & Co., London, W. C., 46 Great Russell St., Oriental list and book review. (Vol. 22, Nos. 3, 4.)

Bernard Quaritch, London, 11 Grafton St., Catalogue of rare and valuable books. (No. 306, 1717 titles.)

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The Merrymount Press, D. B. Updike, 232 Summer
St., Boston, undertakes all classes of printing which
demand fine types, good press work, accurate proof-
reading and tasteful typographic treatment.

The Norwood Press, Norwood, Mass.
J. S. CUSHING Co., Composition and Electro
BERWICK & SMITH Co., Presswork
E. FLEMING & Co., Binding
New York Office: N. J. SMITH, 32 Union Square.

The Plimpton Press, Norwood, Mass., New York
Office, 70 Fifth Ave. All kinds of Book Printing
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The Publishers Printing Company, 419-421
Lafayette St., New York. Thoroughly equipped for
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Scientific Press, 135-137 Johnson St., Brooklyn, N. Y.
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Stanhope Press, F. H. Gilson Company, 44-60 Stan-
hope St., Boston. Music Books, Mathematical Books,
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West 45th Street, New York (G. P. Putnam's Sons).
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James Macdonald, 132 West 27th St., New York.
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The Holliston Mills, of Norwood, Mass., manufacturers of fine book cloths in all styles, colors, and patterns. New York office, No. 67 Fifth Avenue. Sample books furnished.

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COLOR PROCESS PLATES

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INDEXING

C. H. Denison's Index, also flat indexing and gold lettering. D. T. S. DENISON, 152 E. 23rd St., N. Y.

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Back Numbers of Magazines supplied by HENRI GERARD, 83 Nassau St., New York.

The Boston Book Co., Boston, Mass. Complete files and back volumes of magazines.

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Adair Book Store, 142 Michigan Ave., Detroit, Mich. History and Description of Modern Wines, by Cyrus Redding. 1860.

History of Drink, by J. Sammeson. London, 1880.

Liquor Problem in All Ages, by D. Dorchester. New York, 1884.

Bachus, by R. B. Grinchoel. 1848.

History of Temperance Movement, by Cowling. London, 1862.

Prohibition a Failure, by Dion Lewis. Boston, 1875.

History of Inebriating Liquors, by Samuel Morewood. 1838.

Cyclopedia of Temperance and Prohibition. New York, 1891.

Adair Book Store, 26 E. Van Buren St., Chicago, Ill.

History Cape Cod, by Freeman. 2 vols. 1869.

Canadian Scenery, by N. P. Willis. 1842.

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Bancroft Hist. of U. S., 7 vols.
Domestic Manners and Sentiments in England During Middle Ages, Wright, 1862.

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Atlantic Essays. Houghton, Mifflin & Co.
Poems of George D. Prentice.

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Erskine, When the Gates Lift Up Their Heads.
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Autobiography of Marion Sims, 2 copies.
Words and Phrases, 8 vols.
Gray's Cases Property, vols. 2 and 3, 2d ed.
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N. J. Bartlett & Co., 28 Cornhill, Boston.
Brann's Life of Archbishop John Hughes.

L. C. Bell, 1115 Harrison Bldg., Columbus, O.
C. Fenno Hoffman, Poems. Porter.
W. Gaylord Clark, Poems. Patten & Co., Phila.
Welby, A. B., Poems by Amelia. D. Appleton.



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Saul of Tarsus.

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Psychological Review, vol. 4 to date. Monograph
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The Woman Who Did, cloth or paper.
Song of Songs, Suderman, 2d hand.
Hindu Mythology, Wilkins, 1882.

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That Good Old Time, Vieux Monstache.
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Romane's Mental Evol. in Man.
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The Quest, by Van Eden.
Quo Vadis, 2 vols., Ill. ed.

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Bacon v. Shakespeare, Reed.
Dixon's Life of Bacon.

Carnegie Free Library, Duquesne, Pa.
Stoddard Lectures, v. 15.

C. N. Caspar Co., 431 E. Water St., Milwaukee, Wis.
Mortimer, Whole Art of Husbandry. London, 1st ed.
Bradley, Survey of Ancient Husbandry. London,
1725.
20th Report of O. State Bd. of Agriculture.
Hatch Family, anything on.

J. J. Caas, 337 Adams St., Brooklyn, N. Y.
Vanity Fair, 2 vols., green clo. London. Or vol. 1.
Hoffman, The Devil's Elixir, illustrated.
Bolton's Westchester Co., vol. 1, 1848; vol. 2, 1881.

Central Book Store, 108 W. 12th St.,
Kansas City, Mo. [Cash.]

Clouston, Lunatic at Large.
Bryce, American Commonwealth, vol. 2. Macmillan
ed.
Keckley, Behind the Scenes, 1868.
Adams, Leicester, an Autobiography.

Clapp & Leake, 70 N. Pearl St., Albany, N. Y.
Lilies and Orchids, Rosina Boardman.
Volume containing A Terrible Night, by Rinehart.

The A. H. Clark Co., Caxton Bldg., Cleveland, O.
Morga's History of the Philippines.
Pittman's European Settlements on Mississippi.
Audubon's Western Journal.
Burroughs, John, first editions as follows: Notes on
Walt Whitman; Wake-Robin; Sharp Eyes; Year
in the Fields; Squirrels and other Fur-Bearers;
Songs of Nature.
Jesuit Relations and Allied Documents.

W. B. Clarke Co., 26 Tremont St., Boston, Mass.
White, Andrew D., Message of the 19th Century
to the 20th, 1883.
White, Andrew D., The New Germany, 1882.

Cole Book Co., 85 Whitehall St., Atlanta, Ga.
Four Years in the Saddle.

Co-operative Press, Charlotte, N. C. [Cash.]
English Men of Letters Series: Richardson, Ruskin,
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fellow, Bayard, Taylor, Whittier. H. M. Co.
red clo.
Balcony Stories, Grace King.
Idle Comments, Avery.

Cornell University Library, Ithaca, N. Y.
Mitchell, J. K., Five Essays, 1858.
Pike, First Blows of Civil War.
Virgil, Æneid, trans. Crane, 1888.

The Cut Rate Book Co., 20 E. 7th St., Cincinnati, O.
Schoolcraft's Indians, vol. 5.

Dawson's Book Shop, 518 So. Hill St.,
Los Angeles, Cal.
California, Arizona and Southwestern books wanted.
Ernest Dawson, 518 S. Hill St., Los Angeles, Cal.
Chambers, Early Germans of New Jersey, Their
Hist., Churches and Genealogies. Dover, 1895.
Barbara History, by Amelia B. Edwards.
Engel's History of National Music.

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A. W. Dellquest Book Co., 215 7th St., Augusta, Ga.
 Psychology of Sex, by Havelock Ellis.
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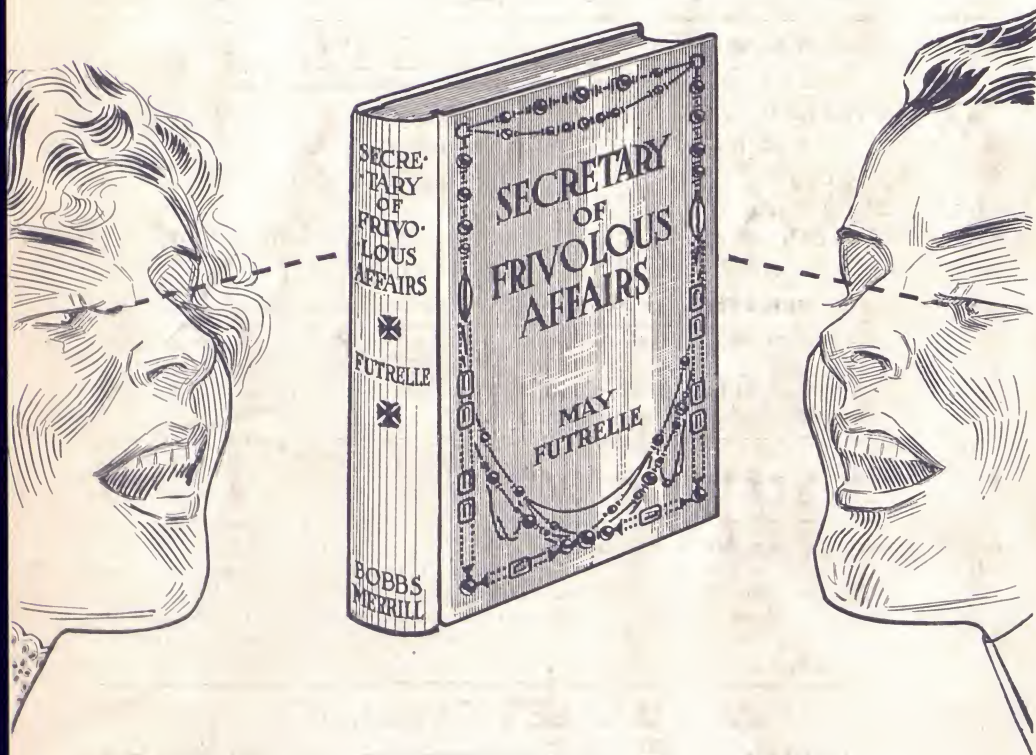
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